

B.H.M.S.

Business & Hotel Management School

Lucerne City, Switzerland



Preparing Hospitality Leaders

www.bhms.ch



A World of Career Opportunities

Many people live for their vacations. Have you ever thought of making vacations your life? If you love working with people and helping them enjoy themselves, consider working in travel and tourism. According to the World Travel and Tourism Council, this century will be dominated by three industries and one of them is tourism. The industry broadly covers the following career areas:

- Hotels, resorts, restaurants and tourist complexes
- Conferences and event management
- Airlines and other transport facilities for tourists
- Amusement, entertainment and sports units for tourists
- Cruises, spa and wellness
- Travel agencies and tour operators
- Culinary & catering
- Education and consulting



Lucerne – One of the worlds best Tourist Destinations

In TripAdvisor's Traveller's Choice 2010 survey, Lucerne was voted the world's 5th best tourist destination. It is the most visited city in Switzerland and it is situated on the shores of Lake Lucerne, right in the centre of Switzerland and at the scenic heart of the central Swiss Alps and the famous Pilatus mountain. Lucerne is situated on the most important route between north and south, and connected with the Swiss train network in six directions. Lucerne region was voted the best quality of life region in Switzerland. It is strategically located for easy access via air, road and rail for travel to major European destinations such as Milan, Frankfurt, Paris, or Vienna.

WHY STUDY AT BHMS?

BHMS Business & Hotel Management School is part of the Benedict Education Group, one of Switzerland's largest and oldest private education institutions with five campuses in Switzerland and over 15'000 part-time and full-time students and professionals studying at its premises every year.

Full Speed Education

BHMS (together with The Robert Gordon University and City University of Seattle) have designed fastest track BA and MBA Degrees delivered fully in Switzerland. For a Bachelor of Arts Degree in Hotel and Hospitality Management, students need to study for 18 months. For an MBA in Hospitality or Global Management, students need to study for 9 months. In addition, both programs have integral paid internship periods equivalent to the study period.

Unique 5-week term system & 8 intakes per year

At BHMS, we have implemented a unique system of education by dividing a 20-week semester into four mini-terms of 5 weeks. This system enables students to focus on only 3 to 4 academic subjects at one time instead of the usual 8-10 subjects in other Swiss hotel schools. As a result, BHMS students are able to complete up to 16 academic subjects within 6 months period without overloading them.

Assured Internships & Placement

During every academic year, students are required to carry out 4-6 months paid industry training period in a hotel or a restaurant approved by BHMS. An Internship Manager assists students with placements in hotels and restaurants in Switzerland.

BHMS works with numerous international placement agencies that specialize in placing graduated students in Europe, Asia and North America. This service includes preparing for telephone interviews and video resume, job prospecting, preparing extensive documentation for employment as well as assistance with visa applications.



BACHELOR OF ARTS DEGREE

HOTEL AND HOSPITALITY MANAGEMENT



The Bachelor of Arts program is jointly offered with **The Robert Gordon University of Aberdeen, UK**. The Robert Gordon University was voted Best Modern University in the UK by «The Times Good University Guide 2011». This 3-year program provides students with the skills they need to compete in the rewarding field of international hotel & hospitality management. It comprises three study terms of 20 weeks plus three periods of 4-6 months paid industry training in Switzerland.



Year 1

Diploma in Hospitality Management*

Terms 1-4 (20 weeks)

- Food Service Operations
- Food Service Theory
- Principles of Food Production
- Personal Development
- Business Communication I
- Learning & Study Methodology I
- German Communication I, II and III
- Sales & Marketing
- Introduction to Hospitality & Tourism
- Foundation Certificate in Wines
- Business Ethics
- Introduction to Yield Management
- Micros Fidelio I
- Accounting I
- Introduction to Alcoholic Beverages
- Industry Training Preparation

4-6 months Paid Industry Training

Year 2

Higher Diploma in Hospitality Management*

Terms 5-8 (20 weeks)

- Hotel Marketing
- Professional Development
- Human Resources Management
- Business Communication II
- Front Office Operation
- Introduction to Housekeeping
- Introduction to Food & Beverage Management
- Accounting II
- Micros Fidelio II
- Study & Research Methodology II
- **(plus 6 elective subjects)**

4-6 months Paid Industry Training

Year 3

BA Degree in Hotel & Hospitality Management*

Terms 9-12 (20 weeks)

- Assessment Planning and Development
- Academic Writing and Composition
- Research Methods in a Hospitality Context
- Licensed Beverage Management
- Hospitality Property Services & Management
- Strategic Planning & Change Management in the Hotel & Hospitality Industry
- Management in Practice

4-6 months Paid Industry Training



ADVANCED DIPLOMA CULINARY MANAGEMENT

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BHMS Culinary Management Programs develop students' contemporary skills in food preparation and presentation, a la carte cuisine, pastry and desserts and kitchen management through hands-on training and classroom learning. Over the course of two years, students acquire all the fundamental skills necessary to work in the world's fine dining establishments in one of the fastest growing industries.

Diploma in Culinary Management:

This 6-12 months Diploma in Culinary Management program introduces students to the world of food production through basic operation techniques and hands-on core competency training. It introduces students to the basic cooking methods, kitchen equipment, machinery and utensils, as well as recipe costing and kitchen procedures. Students will also learn how to use food ingredients, develop their skills in utilizing kitchen equipments and utensils, learn how to prepare basic stocks, soups, sauces and salads and become familiar with kitchen terminology, nutrition and kitchen accounting principles. After successfully completing 6-months of diploma studies, students qualify for 4-6 months of paid Swiss Internship in one of many renowned Swiss dining establishments.

Advanced Diploma in Culinary Management:

This 6-12 months Advanced Diploma in Culinary Management program builds onto the student's fundamental understanding of international culinary principles gained at Diploma level. Students will explore European and ethnic cuisines by preparing a wide range of recipes including typical appetizers, fish, vegetarian, main course dishes, and pastry and desserts. Students will also learn communication and management skills, leadership and team work as well as guest relations. After successfully completing 6-months of advanced diploma studies, students qualify for 4-6 months paid Swiss Internship in one of many renowned Swiss dining establishments. Graduates with BHMS Advanced Diploma in Culinary Management may complete their BA (Hons) in Culinary Arts in the UK at any of BHMS's partner Universities within a period of one year full-time study.

Year 1 Diploma in Culinary Management*

Terms 1-4 (20 weeks)

- Essentials of Culinary Operations (Lab)
- Food Preparation Techniques (Lab)
- Food Preparation Lab III and IV
- Nutrition & Food Safety
- German Communication I and II
- Food Service Operations I
- Personal Development
- **(additional 3 elective courses)**

4-6 months Paid
Industry Training

Year 2 Advanced Diploma in Culinary Management*

Terms 5-8 (20 weeks)

- European Cuisine (Lab)
- International Cuisine (Lab)
- A la Carte Cuisine (Lab)
- Desserts & Pastries (Lab)
- Culinary Portfolio
- **(additional 7 elective courses)**

4-6 months Paid
Industry Training



BHMS Culinary programs are accredited by the Accrediting Commission of the American Culinary Federation Foundation.

MBA DEGREE

HOSPITALITY MANAGEMENT OR GLOBAL MANAGEMENT

CityUniversity
of Seattle

This 18-months MBA Degree is a joint program between BHMS Switzerland and **City University of Seattle, USA**. It is specifically designed for graduates holding Bachelor Degrees in hospitality or non-hospitality specializations who are aiming to join the global hospitality industry or the service sector.

MBA in Hospitality Management – 18 months:

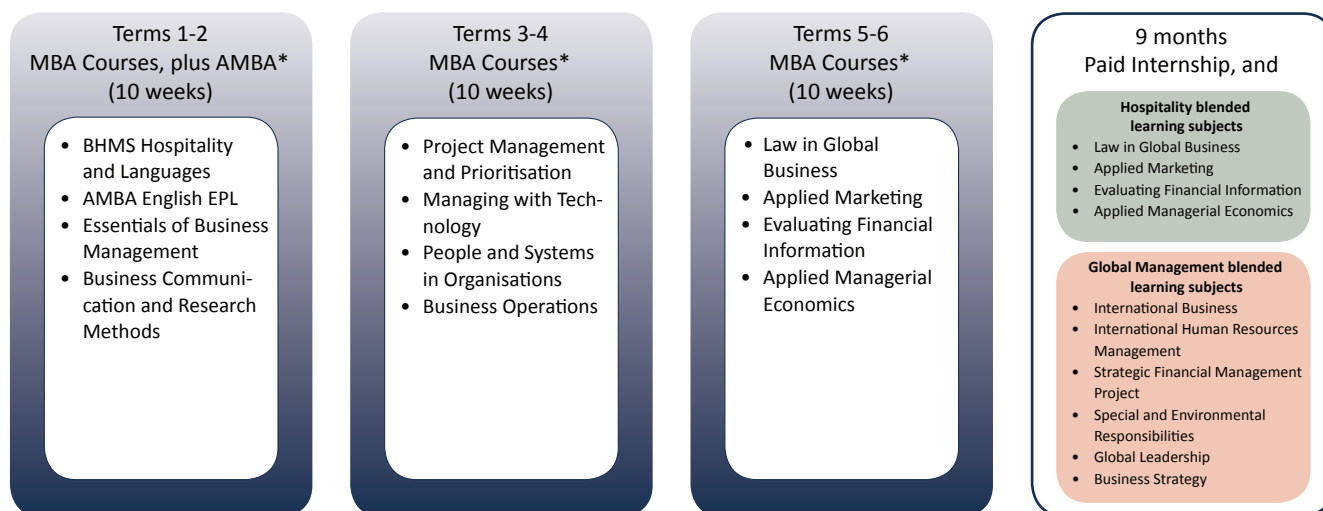
This program comprises 3 study blocks of 3 months followed by 9 months of paid internship in Switzerland. During internship period students are required to complete the MBA management project as well as additional MBA Cap courses and workshops.

MBA in Global Management – 18 months:

This program comprises 3 study blocks of 3 months followed by 9 months of paid internship in Switzerland. During the internship period, students are required to complete additional MBA Cap courses and workshops.

MBA in Hospitality Management – 18 months

MBA in Global Management – 18 months



*All courses are tentative and subject to change at any time and without notice.

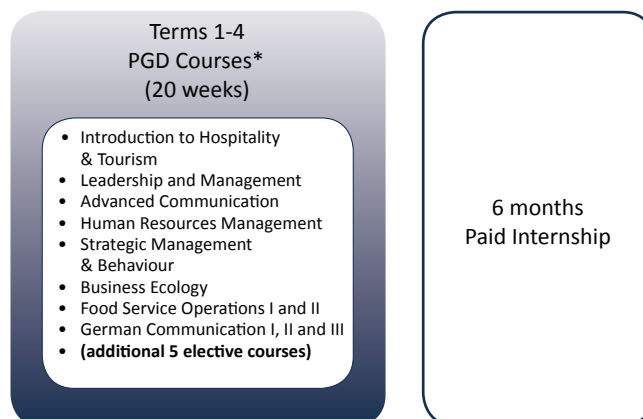
POST GRADUATE DIPLOMA

HOSPITALITY MANAGEMENT

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This 12-months program is designed to give graduate students (or those with 2-3 years of post secondary education) the ability to re-engineer their careers into the hospitality and tourism sector. Independent as well as group work helps to build confidence and networks useful in the students' future career while learning a hands-on trade. Students will have the opportunity to assess, evaluate and reflect upon relevant hospitality management theories and current practices in the international hospitality industry. Upon successful completion of the PGD program, students may complete MA degree in Hospitality Management or Event Management in one of BHMS's partner Universities in the UK within a period of additional 12 months study.

Post Graduate Diploma in Hospitality Management – 12 months



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Accommodation – Admission requirements – PGD and Culinary requirement

The student residence is located in downtown Lucerne, only a few minutes from the main campus, and houses the student kitchen, student restaurant, student library and the computer lab. Each room is equipped with a private bathroom, individual kitchenette, telephone and cable TV.

The standard school fee for full-time students include three meals per day during the week, and brunch and dinner service during the weekend. A fresh fruit basket is available for students daily. For vegetarians and those who do not eat pork or beef, BHMS campus provides special dishes at no extra charge. The entire building is covered by a wireless network providing free internet access for students with their own laptop computers.

Admission Requirements:

BA Year 1 Entry Requirements	<ul style="list-style-type: none"> Completed high or secondary school diploma English language skills at IELTS 5.5 level or equivalent 17 ½ years of age
BA Year 2 Entry Requirements	<ul style="list-style-type: none"> Completed high or secondary school diploma Successfully completing BHMS Diploma or equivalent English language skills at IELTS 5.5 level or equivalent 18 years of age
BA Year 3 Entry Requirements	<ul style="list-style-type: none"> Completed high or secondary school diploma Successfully completing BHMS Higher Diploma or equivalent English language skills at IELTS 6.0 level or equivalent 19 years of age
MBA Entry Requirements	<ul style="list-style-type: none"> Completed an undergraduate degree at an accredited university English language skills at IELTS 6.5 or equivalent 21 years of age
PGD Entry Requirements	<ul style="list-style-type: none"> Completed an undergraduate degree or 2 years higher education at an accredited university or college English language skills at IELTS 5.5 or equivalent 20 years of age
Culinary Entry Requirements	<ul style="list-style-type: none"> Completed high or secondary school diploma English language skills at IELTS 5.0 or equivalent 18 years of age

Paid Industry Training in Switzerland:

Industry training is an integral part of the study program at BHMS. During every academic year, students may be required to carry out 4-6 months industry training period in a hotel or a restaurant approved by BHMS. A Career and Placement Counsellor assists students with placements in hotels and restaurants in Switzerland and outside Switzerland as well.

During the industry training in Switzerland, students will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of CHF 2'168. While no tuition fees are due to BHMS during this period, employers make deductions for room, board, mandatory health insurance and taxes equivalent to ca. CHF 700–900 on a monthly basis.

To qualify for industry training in Switzerland, students are expected to meet specific academic, professional, and language skills standards set forth by BHMS. During industry placement, students' performance, behaviour and professional attitude will be assessed by employers and students are requested to write a report about the nature and management of the property in which they had their industry training.

	Course Fee	Application Fee	Meals Plan	Shared Accom.	Operating Account*	Total Fee CHF
BA Degree in Hotel and Hospitality Management – 36 months						
1 st Year Diploma	17,100	400	2,500	2,500	2,000	24,500
2 nd Year Higher Diploma	17,100	400	2,500	2,500	2,000	24,500
3 rd Year Bachelor Degree	18,100	400	2,500	2,500	2,000	25,500
MBA in Hospitality Management or MBA in Global Management – 18 months						
MBA Program**	24,600	400	3,750	3,750	3,000	35,500
Post Graduate Diploma in Hospitality Management – 12 months						
Post Graduate Diploma Program	17,100	400	2,500	2,500	2,000	24,500
Advanced Diploma in Culinary Management – 24 months						
1 st Year Diploma	13,100	400	2,500	2,500	2,000	20,500
2 nd Year Advanced Diploma	13,100	400	2,500	2,500	2,000	20,500

*Operating Account includes course materials, mandatory health & medical insurance, visa, B-permit, airport pick-up, excursions and access to library and internet.

**MBA Program can be paid in two installments; CHF 24'500 paid prior to arrival to Switzerland and CHF 11'500 paid 5 months after program start.